



Educational & Institutional Cooperative Services, Inc.

# greymatter Enroll

End-to-End Enrollment — Powered by  
greymatter Recruit & Admit

## greymatter CRM

**Recruit | Admit | Retain | Promote**

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## WHY GREYMATTER ENROLL?

greymatter supports the full student lifecycle through four integrated lifecycle areas: Recruit, Admit, Retain, and Promote. Institutions can deploy any lifecycle area individually or combine them for a fully connected experience.

Enroll brings together the greymatter Recruit and greymatter Admit lifecycle areas to deliver a seamless, end-to-end enrollment experience. By connecting prospect engagement with application management and decision workflows, Enroll empowers admissions and recruitment teams to engage the right students, guide them efficiently through the enrollment process, and maximize conversion from interest to enrollment. Whether implemented as part of the full platform or as a standalone solution, Enroll ensures every prospect and applicant receives a personalized, timely, and data-informed experience.

Unlike standalone point solutions that treat recruitment and admissions as separate processes, Enroll unifies these critical lifecycle areas in one platform. Institutions gain real-time insights across the funnel, reduce administrative overhead, and can act strategically to optimize enrollment outcomes.

### **Driving Enrollment Success Through Four Core Capabilities**

Enroll delivers measurable impact through a focused set of capabilities designed to help institutions attract, engage, and convert prospective students efficiently. Together, these capabilities enable teams to anticipate needs, personalize engagement, streamline admissions processes, and make data-driven decisions that improve enrollment yield.

## INTELLIGENT PROSPECT ENGAGEMENT

Engage the right students at the right time with targeted campaigns, segmentation, and lead scoring. greymatter Recruit focuses recruitment efforts on high-potential prospects, strengthens connections through personalized outreach, and streamlines event management. By combining intelligent automation with a personalized prospective student portal, teams can move prospects smoothly through the enrollment funnel and maximize engagement.

### Key Capabilities

- **Prospect & Lead Management:** Segment, prioritize, and track prospects to focus efforts on those most likely to enroll.
- **Automated Multi-Channel Campaigns:** Engage prospects via email, SMS, social media, and web—personalized at scale.
- **Event & Recruitment Management:** Plan and manage virtual or in-person events with registration, attendance tracking, and follow-up.
- **Self-Service Prospective Student Portal:** Offer an engaging online experience that showcases programs, supports inquiries, and guides next steps.
- **Lead Scoring & Source Attribution:** Identify high-potential prospects and measure recruitment channel effectiveness.

### Business Impact

- **Boost Engagement:** Connect with prospects where they are and increase responsiveness.
- **Drive Conversions:** Turn qualified leads into applicants with targeted, timely interactions.
- **Maximize ROI:** Optimize campaigns and recruitment resources to focus on the highest-impact activities.

## SEAMLESS APPLICATION EXPERIENCE

Once prospects are ready to apply, Enroll streamlines the admissions process, reducing friction for applicants and administrative burden for staff. By automating workflows, managing documents, and providing real-time insights, institutions can ensure applicants move smoothly through the admissions funnel.

### Key Capabilities

- **Application & Document Management:** Simplify intake, review, and tracking of applications, transcripts, test scores, and other required documents.
- **Self-Service Applicant Portal:** Prospects can submit applications, upload documents, and track status through a personalized, secure portal.
- **Automated Evaluation & Decision Workflows:** Standardize program- and persona-based evaluation criteria, manage reviewer assignments, and automate scoring and decisions.
- **Financial Aid & Scholarships:** Manage awards, applications, and funding packages to support enrollment goals.
- **Reference Management:** Facilitate referee submissions and track associations to ensure complete application reviews.
- **Configurable Dashboards & Analytics:** Monitor progress, conversion rates, and decision timelines to guide data-driven admissions strategies.

### Business Impact

- **Higher Completion Rates:** Reduce application abandonment with intuitive portals and guidance.
- **Faster Decisions:** Accelerate evaluations and decision-making for timely communication with applicants.
- **Improved Applicant Experience:** Provide clarity, transparency, and engagement to maximize offer acceptance.

## STREAMLINED EVALUATION & DECISION WORKFLOWS

Once applications are submitted, Enroll simplifies evaluation and decision-making, ensuring timely, consistent, and transparent outcomes. Institutions can automate reviewer assignments, scoring, and decision letters while managing financial aid and scholarships efficiently.

### Key Capabilities

- **Reviewer Assignments & Rubric Scoring:** Automate evaluation workflows with structured criteria for consistent reviews.
- **Automated Decision Letters:** Generate offers, acceptances, rejections, and deferrals with minimal manual effort.
- **Financial Aid & Scholarship Management:** Automate awards, applications, and funding packages to support affordability and enrollment goals.
- **Program-Based Evaluation Criteria:** Configure workflows and scoring to match program and applicant requirements.

### Business Impact

- **Faster Processing:** Reduce time from application submission to decision.
- **Consistent Decisions:** Ensure fairness and standardization across reviewers and programs.
- **Higher Offer Acceptance:** Improve yield through timely, accurate, and clear communication.

## DATA-DRIVEN ENROLLMENT INSIGHTS

Throughout recruitment and admissions, Enroll delivers actionable analytics on funnel performance, conversion rates, and channel effectiveness. Institutions can monitor territories, track sources, and adjust strategies in real time to optimize results.

### Key Capabilities

- **Funnel Analytics & Conversion Reporting:** Monitor prospect and applicant progression through the recruitment and admissions pipeline.
- **Territory & Agency Performance Tracking:** Evaluate performance by geographic regions or recruitment partners.
- **Source Attribution & ROI Insights:** Determine which channels and campaigns are driving applications and enrollment.
- **Admissions Dashboards:** Configure dashboards for real-time visibility into key metrics and trends.

### Business Impact

- **Optimize Recruitment Spend:** Focus resources on the highest-performing channels and campaigns.
- **Predict Enrollment Yield:** Make data-informed projections to guide strategy and staffing.
- **Align Resources to Goals:** Ensure admissions and recruitment efforts support overall institutional objectives.

## OPTIONAL AI ADD-ON FOR ENROLL

To maximize recruitment and admissions effectiveness, greymatter Enroll includes the optional Admissions Optimizer AI add-on. Leveraging advanced machine learning, it identifies prospects most likely to enroll, helping institutions prioritize high-potential leads, optimize engagement strategies, and improve overall funnel performance.

### Key Capabilities

- **Enrollment Likelihood Scoring:** Forecast each prospect's likelihood to enroll at key stages in the funnel to guide prioritization and outreach.
- **Customizable Predictive Models:** Tailor model inputs such as GPA, geography, or program interest to match institutional recruitment goals.
- **Demographic Snapshots:** Gain visual summaries of key prospect attributes to support segmentation and targeted campaigns.
- **Strategic & Operational Dashboards:** Role-based insights into pipeline health, campaign performance, and lead quality for executives and operational staff.

### Business Impact

- **Focused Recruitment:** Target the prospects most likely to convert, improving engagement and efficiency.
- **Optimized Resource Allocation:** Make data-driven decisions to focus admissions efforts where they will have the greatest impact.
- **Improved Funnel Performance:** Increase enrollment yield and maximize ROI on recruitment and outreach campaigns.

## GREYMATTER ENROLL LICENSING & DEPLOYMENT OPTIONS

The greymatter Enroll license is designed for teams managing recruitment, admissions, and enrollment processes. Whether used across an entire institution or within a single office, Enroll equips staff with the tools to engage prospects, streamline applications, and convert applicants efficiently—turning recruitment and admissions workflows into measurable enrollment outcomes.

### Who It's For

- Recruitment and Admissions Officers
- Enrollment and Marketing Teams
- Campus Tour and Event Coordinators

### What It Includes

- **Prospect & Applicant Management:** Track student records, high schools, colleges, and organizational accounts.
- **Targeted Recruitment Campaigns:** Execute multi-channel campaigns and outreach tailored to prospects' interests.
- **Admissions Workflow Management:** Monitor applications through configurable workflows, including supplemental items and checklists.
- **Personalized Onboarding Journeys:** Guide new students from acceptance to matriculation with tailored communications.
- **Application Processing & Decision Letters:** Manage application decisions, deferrals, and refunds efficiently.
- **Event Coordination:** Plan and track campus tours, recruitment fairs, and virtual or in-person events.
- **Funnel Analytics & Dashboards:** Gain insights into prospect and applicant engagement, conversion, and overall enrollment performance.
- **Automated Communications:** Nurture prospects from inquiry through admission with timely, targeted messaging.

### Optional AI Add-On (Annual Fee License)

- **Admissions Optimizer:** Advanced machine learning identifies prospects most likely to enroll, enabling targeted, timely engagement and helping institutions optimize recruitment outcomes, funnel performance, and resource allocation.

### Why It Matters

- **Boost Enrollment:** Streamline the full recruitment-to-admission cycle to increase applicant conversions.
- **Enhance Staff Efficiency:** Reduce manual processes, allowing teams to focus on personalized engagement.
- **Data-Driven Decisions:** Monitor pipeline performance and allocate resources to optimize outcomes.
- **Flexible & Scalable:** Licenses can be expanded as institutional needs grow, with role-based access to manage features and permissions securely.